

CABLE TELEVISION PRODUCTION SPECIALIST II

GRADE: 17

FLSA: NON-EXEMPT

CHARACTERISTICS OF CLASS:

The Cable Television Production Specialist II performs intermediate technical work in support of the Cable Television Division of the Information & Technology Department including editing videotape, directing production, maintaining video equipment, and scheduling temporary workers. The work requires a reactive approach in support of divisional goals. The physical demands are moderate occasionally requiring lifting of heavy production equipment. The working conditions can be stressful due to meeting the needs of several City departments with meaningful impact on the final product. The production work is subject to general policy direction, practices and procedures under the general supervisory review of the Cable TV Program and Telecommunications Coordinator.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team.
- Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Creates a finished television product from raw tape, a script and other elements through editing, creating graphics and special effects, and selecting appropriate sound.

- Electronically assembles various images and sounds into a completed television program.
- Selects most appropriate and effective images and sounds to accompany written story ideas.
- Catalogs recorded videotapes.
- Completes audio/video service requests from citizens, businesses and other City departments such as video copies of recorded meetings or programs, production of video news releases for television stations and inter-departmental requests for recording training sessions and award applications.
- Directs television live and taped programming through the coordination of personnel, equipment, and visual and audio elements.
- Directs the live coverage of Mayor and Council meetings ensuring all equipment is set-up tested and ready for production.
- Assists departments in planning and executing presentations to the Council, City staff and the public. Works directly with the City Manager, department directors, and outside agencies on the creative production of graphics, video presentations and displays.
- Maintains all City professional video-related equipment.
- Develops and maintains an effective and flexible audio, video, and broadcast system configuration and performs intermediate level repairs and maintenance.
- Coordinates and schedules extensive equipment repairs directly with outside contractors.
- As a member of the production team, helps create and develop new programs and improve/modify existing ones.
- Assists with the planning, purchasing, installation and operation of new equipment and creates system diagrams and equipment records.
- Trains and directs temporary staff on the operation and care of all equipment.
- Performs other related duties as assigned.

QUALIFICATIONS:

Required Training and Experience:

Any combination of training and experience substantially equivalent to a Bachelor's Degree from an accredited university or college in broadcasting, broadcast engineering, television production or related field and two years of experience in television or video production including operation and care of equipment, editing, coordinating of participants, materials, props, etc. Must possess a driver's license valid in the State of Maryland.

Preferred Knowledge, Skills and Abilities:

- Thorough knowledge of the technical aspects and proper use and maintenance of video recording, editing, television, audio, and related equipment.
- Thorough knowledge of the methods and procedures necessary in coordinating, organizing and directing both live and recorded programs.

- Thorough knowledge of the laws, rules, regulations, ordinances, etc. associated with the recording and transmission of programs.
- Thorough understanding of the creative aspects of television production.
- Skill in the use and maintenance of video recording and editing and associated equipment.
- Skill in directing the video taping of City related events.
- Ability to determine technical quality of any material edited or recorded by other staff.
- Ability to trouble-shoot technical problems.
- Ability to organize work and procedures and to develop schedules to meet production deadlines.
- Ability to deal effectively with and motivate individuals and groups of individuals to achieve desired goals.